

BACHELOR OF SCREEN MEDIA (ARTS AND PRODUCTION) (1791)

Approved Abbreviation: BScrnMed(Arts&Prod)
Western Sydney University Program Code: 1791
AQF Level: 7

CRICOS Code: 089386G

This program applies to students who commenced in 2021 or later.

Students should follow the program structure for the session start date relevant to the year they commenced.

For Commencement Year 2017 - 2020, please refer to: 1791.2
 Bachelor of Screen Media (Arts and Production) (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1791.2>)

For Commencement Year 2016, please refer to: 1791.1
 Bachelor of Screen Media (Arts and Production) (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1791.1>)

The Bachelor of Screen Media degree is hands-on and future-focused. This comprehensive program mirrors the growth of screen content as an industry, an art form and a means of global communication. You will learn to apply independent thinking and creativity to the latest storytelling techniques, and develop your craft in high-end studio and editing facilities. Award-winning academics will work with you to develop conceptual, storytelling and technical skills that cover the breadth of film, television, online and interactive media. You'll develop the skills to oversee the complete production of a screen media project, from developing creative ideas, to identifying funding sources, organising workflows, scoping production, collaborating with the different roles on a set, producing and editing content, and finally, marketing the finished product.

This program integrates theory and practice in a way that helps build critical thinking and creative problem-solving, which will enhance your approach to creating unique content and responding to real client briefs. In your first year, you will develop fundamental skills and knowledge in screen media. In your second and third years, you will build on your screen media skills and choose either the Design stream (to enhance visual and interactive skills) or the Journalism stream (to complement your investigative, storytelling and documentary skills). Throughout the degree, you will have opportunities to attend industry events and network with Australia's most successful practitioners. When you graduate, you will be equipped with a web-based professional portfolio to showcase your skills and expertise, and will be prepared for a bright future in the screen content/communication industry.

- Director of Academic Program - Dr Nicole Bridges

Study Mode

Three years full-time or six years part-time.

Program Advice

Dr Myra Gurney (<https://directory.westernsydney.edu.au/search/email/enquiriesHCA@westernsydney.edu.au>)

Prospective students should visit the following websites for general enquiries about this program.

Enquire about this program (<https://enquiry.westernsydney.edu.au/courseenquiry/>) | Local Admission (<https://www.westernsydney.edu.au/>)

future/) | International Admission (<https://www.westernsydney.edu.au/international/home/apply/admissions/>) |

Location

Campus	Attendance	Mode	Advice
Parramatta Campus - Victoria Road	Full Time	Internal	See above
Parramatta Campus - Victoria Road	Part Time	Internal	See above

Work Integrated Learning

Western Sydney University seeks to enhance student learning experiences by enabling students to engage in the culture, expectations and practices of their profession or discipline. This program includes a placement or other community-based unpaid practical experience.

There is a mandatory work component required for completion of this program. Please contact the Program Advisor listed above for information.

International students should also refer to the link below for more information and a link to the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

Work Integrated Learning (WIL) for international students (https://www.westernsydney.edu.au/currentstudents/current_students/services_and_facilities/international_student_support/working_in_australia/work_integrated_learning/)

Admission

Students are admitted on the basis of their ATAR score.

Applications from Australian and New Zealand citizens and holders of permanent resident visas may be made via the Universities Admissions Centre (UAC) or directly through the Western Portal. Use the links below to apply via UAC or Western Sydney University. Applications made directly to Western Sydney do not have an application fee.

<http://www.uac.edu.au/>
<https://westernsydney.uac.edu.au/ws/>

Applicants who have undertaken studies overseas may have to provide proof of proficiency in English. Local applicants who are applying through the Universities Admissions Centre (UAC) will find details of minimum English proficiency requirements and acceptable proof on the UAC website. Local applicants applying directly to the University should also use the information provided on the UAC website.

International students currently completing an Australian Year 12 in or outside Australia, an International Baccalaureate in Australia or a New Zealand National Certificate of Educational Achievement (NCEA) level 3 must apply via UAC International.

<http://www.uac.edu.au/>

All other International applicants must apply directly to the University via the International Office.

International students applying to the University through the International Office can find details of minimum English proficiency requirements and acceptable proof on their website.

International Office (<http://www.westernsydney.edu.au/international/>)

Overseas qualifications must be deemed by the Australian Education International - National Office of Overseas Skills Recognition (AEI-

NOOSR) to be equivalent to Australian qualifications in order to be considered by UAC and Western Sydney University.

Program Structure

Qualification for this award requires the successful completion of 240 credit points including the subjects listed in the recommended sequence below.

Students must enrol in and complete the Screen Media major.

Screen Media, Major (0268) (<https://hbook.westernsydney.edu.au/archives/2022-2023/majors-minors/screen-media-major/>)

The Screen Media major requires the completion of eight subjects which are included in the recommended sequence listed below.

Students must follow either the Journalism stream or Design stream from year 2 onwards.

Recommended Sequence

Course	Title	Credit Points
Year 1		
Autumn session		
COMM 1039	Introduction to Screen Media	10
COMM 1041	Screen Media Fundamentals	10
DESN 1009	Graphic Design: Understanding the Principles	20
Credit Points		40
Spring session		
COMM 1037	Digital Narrative	10
COMM 2051	Animation and Visual Effects	10
COMM 1018	Introduction to Journalism	10
DESN 1021	Web and Time-based Design	10
Credit Points		40
Year 2		
Autumn session		
COMM 2053	Narrative: Fictional Screen Media	10
COMM 2052	Documentary: Factual Screen Media	10
Students must follow either the Design stream or Journalism stream		20
Design Stream:		
DESN 2005	Graphic Design: Interactive Digital Media	
Journalism Stream:		
COMM 2017	Feature Writing	
COMM 2027	News Reporting	
Credit Points		40
Spring session		
COMM 3047	Episodic Screen Media	10
COMM 3048	Immersive Screen Technologies	10
Students must follow either the Design stream or Journalism stream		20
Design Stream:		
DESN 3008	Interactive Design: Apps	
DESN 3002	Data Visualisation	
Journalism Stream:		
COMM 3025	News Teams	
Select one of the following:		
COMM 2029	Photo Journalism	

COMM 2022	Journalism: Research and Investigation	
Credit Points		40
Year 3		
Autumn session		
COMM 3049	Screen Media: Capstone Development	10
COMM 2024	Media Law and Ethics	10
Students must follow either the Design stream or Journalism stream		20
Design Stream:		
COMM 2019	Interactive Design: Games	
DESN 2011	Motion Design	
Journalism Stream:		
COMM 3015	Digital Journalism Production	
Credit Points		40
Spring session		
COMM 3050	Screen Media: Capstone Production	10
Select one of the following:		10
COMM 3018	Internship	
COMM 3046	Personal Branding Strategies: Build and Manage Your Career Profile	
Two elective subjects		20
Credit Points		40
Total Credit Points		240